



Fire Prevention and Building Safety

400 La Crosse St., La Crosse, WI 54601 • (608) 789-7530 • Fax: (608) 789-7589
<http://www.cityoflacrosse.org> Inspection@cityoflacrosse.org

Gregg A. Cleveland, Fire Chief



2/6/17

Fleet Paint & Body
3332 Commerce St.
La Crosse, WI 54650

RE: An appeal regarding the regulations for size of monument sign, the height of a monument sign, the size of an EMU sign, having 2 monument signs without having 200 lineal feet of street frontage and to see the EMU from a residentially zoned property.

Dear Fleet and Body:

We have received your Sign permit application to install a monument sign. This sign is not in compliance with the sign ordinances set forth in the Municipal Code of Ordinances of the City of La Crosse (Code).

The project as proposed is in direct violation of the following subparagraphs of the Code: Sec. 111-84 and 111-95.

- Sec. 111-84. Monument signs.

One monument sign shall be permitted per street frontage. Lots with more than 200 feet of frontage on a street shall be allowed one sign per 200 feet of street frontage or fraction thereof. Monument signs shall not exceed 60 square feet. Monument signs shall be limited to a maximum height of 14 feet. Subsequent signs shall not exceed 60 square feet and shall be limited to a maximum height of 14 feet. Monument signs shall first be reviewed and approved by the City's Design Review Committee prior to issuance of a sign permit and are required to include the architectural elements of the principle building and shall contain landscaping surrounding the base of the sign. The provisions of this chapter regarding amortization with just compensation in 15 years (year 2027) shall apply to ground and pylon signs.

Sec. 111-95. On-premises electronic message unit signs.

- (b)

Standards for placement and use of on-premises electronic message unit signs . Prior to issuance of a sign permit, all EMU signs shall first be reviewed and approved by the City's Design Review Committee. EMUs shall only be allowed when meeting the location and design standards in this Code and may only be permitted in commercial zoning districts, light industrial, heavy industrial or in a mixed land use area where mixed

CITY OF LA CROSSE

Third Floor-City Hall, 400 La Crosse Street, La Crosse, Wisconsin 54601
Phone 608/789-7530 Fax 608/789-7589

land use is defined as two or more types of land uses on one parcel or site where one is residential; or more than two types of land uses adjacent to each other, one of which is residential defined in Table 111-95(b). Electronic scoreboards are exempted from this chapter only during the course of regulated events.

- (1)

EMUs shall be permitted only when fully contained within a monument sign (60 square feet total with the EMU no larger than 22 square feet or 35 percent of the monument sign) and no pylon or freestanding nonmonument sign EMUs are allowed. EMUs are required to include the architectural elements of the principle building and shall contain landscaping surrounding the base of the sign.

Table 111-95(b)

200 feet from a residential zoning district line and shall not be visible from a residence or residential zoning district line

Therefore, if upon consideration of all of the facts surrounding this appeal in a public hearing, the Board of Zoning Appeals determines that this appeal meets all of the criteria established by the Legislature of the State of Wisconsin, as interpreted by the Supreme Court of the State of Wisconsin for the granting of variances, the Board of Zoning Appeals would have to grant 5 variances for this project to proceed as it has been proposed. 1. A variance of 11 feet to the 14 foot height limitation. 2. A variance of 136 square ft. to the allowed 60 square feet for total size of sign. 3. A variance of 24 square feet to the allowed 22 square foot EMU size limitation. 4. A variance to allow the EMU sign to be seen from a residence or residentially zoned property 5. To allow 2 monuments signs without having 200 lineal feet of street frontage.

Sincerely
Brent Thielen
Building Inspector



CITY OF LA CROSSE

Third Floor-City Hall, 400 La Crosse Street, La Crosse, Wisconsin 54601
Phone 608/789-7530 Fax 608/789-7589



La Crosse County

[Home](#) | [Help](#) | [Links](#)

[Parcel Search](#) | [Permit Search](#)
3332 COMMERCE ST LA CROSSE

Parcel: 17-10550-40 Internal ID: 27671
 Municipality: City of La Crosse Record Status: Current

Print View

Parcel Information:

Parcel: 17-10550-40
 Internal ID: 27671
 Municipality: City of La Crosse
 Record Status: Current
 On Current Tax Roll: Yes
 Total Acreage: 1.478
 Township: 16
 Range: 07
 Section: 16
 Qtr: NW-NW

Parcel**Taxes****Outstanding Taxes****Assessments****Deeds****Permits****History****Legal Description:**

FRUIT ACRES ADDITION LOTS 1 2 3 BLOCK 4 LYG SELY OF I-90 EX PRT FOR ST
 SUBJ TO ELEC ESMTS IN V1314 P633 & V1314 P635 (ANNEXED 10/21/88 -
 #3100) LOT SZ: IRR 602/9

Property Addresses:

Street Address City (Postal)
 3332 COMMERCE ST LA CROSSE

Owners/Associations:

Name	Relation	Mailing Address	City	State	Zip Code
ACRE FOUR LLC	Owner	PO BOX 483	LA CROSSE	WI	54602-0483

Districts:

Code	Description	Taxation District
4095	ONALASKA SCHOOL	Y
1	Book 1	N

Additional Information

Category	Description
2012+ VOTING SUPERVISOR	2012+ Supervisor District 2
2012 + VOTING WARDS	2012+ Ward 3
POSTAL DISTRICT	LACROSSE POSTAL DISTRICT 54603
Use	WAREHSE/STOR

Lottery Tax Information

Lottery Credits Claimed: 0
 Lottery Credit Application Date:

La Crosse County Land Records Information
 (Ver: 2016.9.28.0)

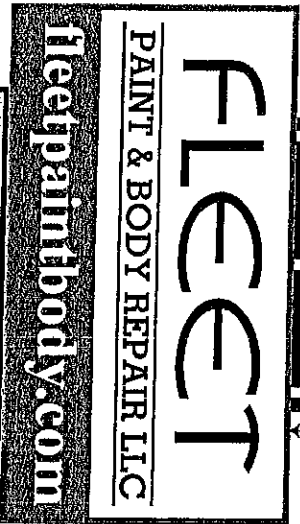
[Site Disclaimer](#)

241.78 Sq Ft Per Side

East Bound



Back Lit Sign
14ft x 8ft

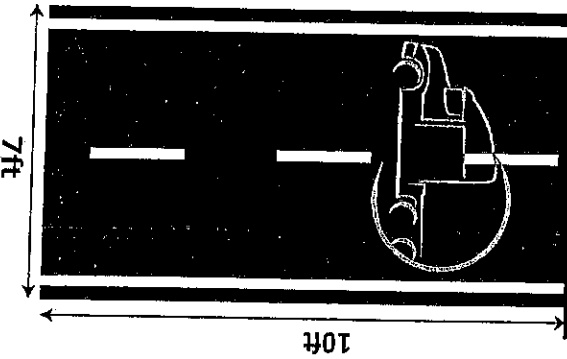


Single Sided
LED Screen
9.44ft x 4.85 ft



Back lit base
with 20 Gage
steel paneling.

Internal structure,
12inx12in 3/8ths
steel column.

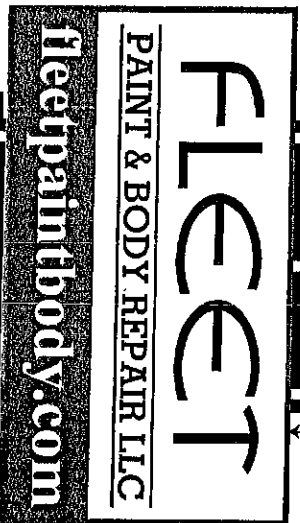


14ft

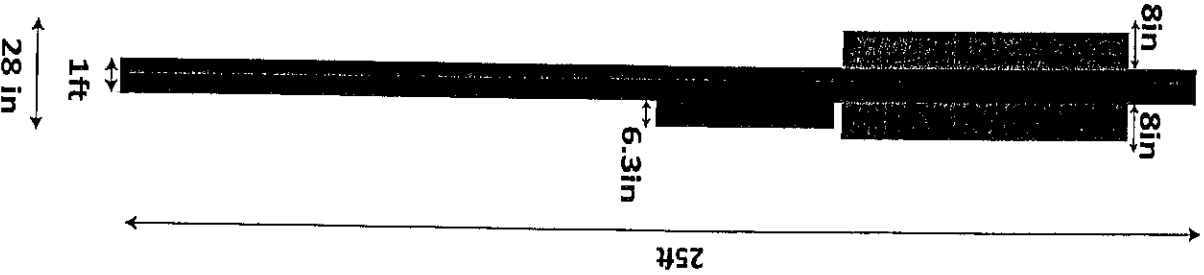
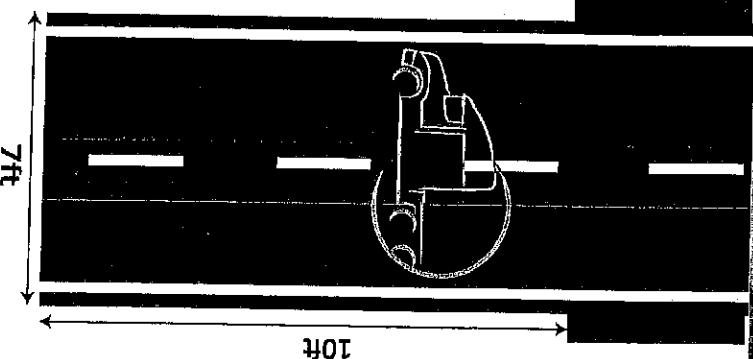
West Bound



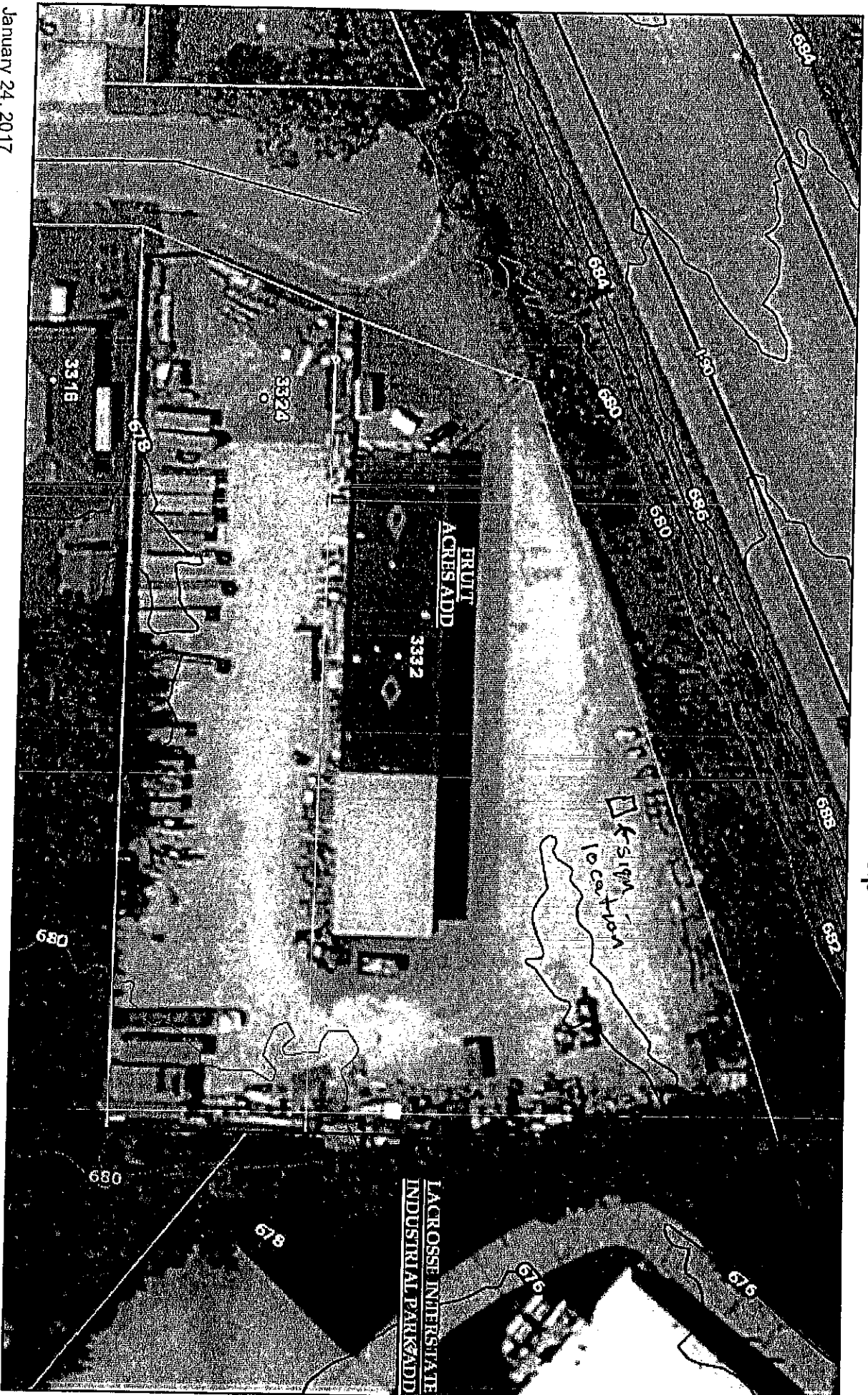
Back Lit Sign
14ft x 8ft



Single Sided
LED Screen
9.44ft x 4.85 ft

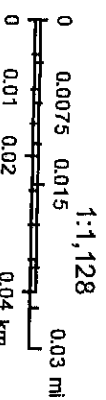


ArcGIS Online Web Map



January 24, 2017

- ☐ County Limits
- ☐ Subdivision Boundary Outline
- ☐ Federal & State Roads
- ☐ County & Town Roads
- ☐ Railroad Center Lines
- ☐ Burlington Northern Santa Fe
- ☐ CP Rail
- ☐ Spur Track
- ☐ Address Labels



La Crosse County, WI
La Crosse County

BOARD OF ZONING APPEALS

STANDARDS FOR AREA VARIANCE

- ☐ 1. The proposed variance is not contrary to the public interest. The purpose statement of the ordinance and related statutes must be reviewed in order to identify the public interest. Variances must observe the spirit of the ordinance, secure public safety and welfare and do substantial justice. In considering effects of a variance on public interests, broad community and even statewide interests should be examined; the public interest standard is not confined to scrutiny of impacts on neighbors or residents in the vicinity of a project.
- ☐ 2. The property has a special or unique condition. The property must have unique or physical features which prevent compliance with the ordinance. The circumstances of an applicant, such as growing family or need for a larger garage, are not legitimate factors in meeting this standard. Property limitations that prevent ordinance compliance and that are not unique but common to a number of properties should be addressed by amendment of the ordinance.
- ☐ 3. The special condition of the property creates an unnecessary hardship:
 - A. Unnecessary hardship means unnecessarily burdensome, considering the purpose of the ordinance.
 - B. Unnecessary hardship may not be self created. An applicant may not claim hardship because of conditions which are self-imposed. Examples include claiming hardship for a substandard lot after having sold off portions that would have allowed building in compliance and claiming hardship where construction was commenced without required permits in violation of ordinance standards.
 - C. Financial hardship is not a deciding factor. Economic loss or financial hardship does not justify a variance.